

NORMAN PEARLSTINE

Chief Content Officer
Bloomberg L.P.

Norman Pearlstine joined Bloomberg L.P. in June 2008 as Chief Content Officer, a newly-created position. In this role Pearlstine is charged with seeking growth opportunities for Bloomberg's television, radio, magazine, and online products and to make the most of the company's news operations.

Prior to joining Bloomberg, Pearlstine was a Senior Advisor to The Carlyle Group's telecommunications and media group in New York. Before joining the private equity firm, Pearlstine had spent nearly four decades working as a reporter and editor. He was editor-in-chief of Time Inc., the magazine subsidiary of Time Warner Inc. from 1995 through 2005 before becoming a Senior Advisor to Time Warner. At Time Inc. Pearlstine oversaw the editorial content of Time Inc.'s 154 magazines, including *Entertainment Weekly*, *Fortune*, *In Style*, *Money*, *People*, *Real Simple*, *Sports Illustrated*, and *Time*.



Photo by Timothy Greenfield-Sanders

Prior to joining Time Inc., Pearlstine worked for *The Wall Street Journal* from 1968 to 1992, except for a two-year period, 1978-1980, when he was an executive editor of *Forbes* magazine. At the *Journal*, he served as a staff reporter in Dallas, Detroit and Los Angeles (1968-1973); Tokyo bureau chief (1973-1976); managing editor of *The Asian Wall Street Journal* (1976-1978); national editor (1980-1981); editor and publisher of *The Wall Street Journal/Europe* (1982-1983); managing editor (1983-1991); and executive editor (1991-1992).

After resigning from the *Journal* in June 1992, Pearlstine spent a year launching *Smart Money* magazine for the *Journal's* parent, Dow Jones & Company, and for Hearst. He then became general partner of Friday Holdings L.P., a multimedia investment company, in April 1993 and held that position until joining Time Inc. in October 1994.

In January 2005, the American Society of Magazine Editors named Pearlstine the recipient of its Lifetime Achievement Award and inducted him into the Magazine Editors' Hall of Fame. He was honored with the Loeb Lifetime Achievement Award for Distinguished Business and Financial Journalism in 2000. He received the National Press Foundation's Editor of the Year Award in 1989.

Pearlstine is President and CEO of The American Academy in Berlin. He also serves on the boards of the Carnegie Corporation, the Committee to Protect Journalists, the Tribeca Film Institute, and the Watson Institute for International Relations. He serves on the advisory board of the City University of New York's Graduate School of Journalism. He is also a member of the Council on Foreign Relations and the American Academy of Arts and Sciences.

Pearlstine received his B.A. from Haverford College, his L.L.B. from the University of Pennsylvania, and he did postgraduate work at the law school of Southern Methodist University. He is a member of the Bar Association of the District of Columbia.

Pearlstine is the author of **OFF THE RECORD: The Press, the Government, and the War over Anonymous Sources**, published by Farrar, Straus and Giroux in June 2007.

He is married to Jane Boon Pearlstine, Ph.D., a writer and researcher on technology and policy.